



U.S. Department  
of Transportation  
**Federal Transit  
Administration**

REGION I  
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Massachusetts,  
New Hampshire,  
Rhode Island, Vermont

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October 17, 2007

Region I Advisory No. 2008-02

**Subject:** FTA 2008 Ridership Awards Program

Dear General Managers and Administrators:

On behalf of FTA Administrator Jim Simpson, I am pleased to announce the availability of the *Second Annual Successes in Enhancing Transit Ridership Awards* whose purpose is to annually recognize successful initiatives by FTA grantees whose efforts resulted in significant increases in public transportation ridership.

To be considered for this award, you must have implemented a program in any one or more of four categories, between CY 2005 and CY 2006 that resulted in an annual ridership increase of at least 5% system wide. The categories are: fare structure or fare media; marketing, advertising, and communications; partnerships with employers, educational institutions, and transit oriented development; operating and service adjustments (routes, schedules, amenities, service quality).

The initiative must be transferable to other grantees and must not be unique in its application to your agency alone. We plan to make at least one award in each of four population categories (over 1 million in population, between 200,000 and 1 million, between 50,000 and 200,000, and under 50,000).

Applications for this recognition are due to our headquarters office by November 5, 2007 and selections will be announced at the APTA Legislative Conference in March 2008 in Washington, DC. Please see the attached program description for a complete explanation of the requirements and an application form for your use should you decide to apply. You can also find these documents on our Ridership webpage under "Awards" at [http://www.fta.dot.gov/index\\_4396.html](http://www.fta.dot.gov/index_4396.html). Thank you.

Sincerely,

Richard H. Doyle  
Regional Administrator

**Federal Transit Administration  
Successes in Enhancing Transit Ridership Awards**

**Purpose:** To annually recognize successful initiatives by FTA grantees whose efforts resulted in significant increases in public transportation ridership.

**Eligibility:** FTA-funded public transportation providers

**Selection Criteria:**

- 1) For the FY 2008 awards, the initiative(s) must have been implemented between CY 2005 and CY 2006.
- 2) The initiative(s) must have resulted in a net increase in annual transit ridership of at least 5% system wide.
- 3) The initiative(s) must be transferable to other grantees and must not be unique in its (their) application to the nominee agency.

Initiatives must fall within any of four categories:

1. fare structure or fare media
2. marketing, advertising, and communications
3. partnerships with employers, educational institutions, and transit oriented development
4. Operating and service adjustments (routes, schedules, amenities, service quality)

Awards will be based on the best combination of the number of categories in which the initiatives fall, the transferability (broad applicability) of the initiatives to other transit agencies, and the magnitude of the ridership gain.. Greater weight in the evaluation will be given to the number of categories in which the initiatives fall and their transferability, than systemwide ridership gains in order to control for the economic impacts on ridership.

**Number of Awardees:**

At least one award will be made in each of four population categories (over 1 million in population, between 200,000 and 1 million, between 50,000 and 200,000, and under 50,000).

**Nomination process:**

Applications must be submitted by the grantee CEO or general manager. Nominations are due by November 5, 2007 and selections will be announced at the APTA Legislative Conference in March 2008.

**Federal Transit Administration**  
**Successes in Enhancing Transit Ridership Awards**  
*2008 Application Form*

Name of FTA Grantee Transit Agency: \_\_\_\_\_

Address: \_\_\_\_\_

Submitting Official Contact Information (General Manager or CEO):

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Please indicate the area population category in which your agency falls:

- ☐ Over 1 million in population
- ☐ Between 200,000 and 1 million
- ☐ Between 50,000 and 200,000
- ☐ Under 50,000

Please indicate the category or categories in which the initiatives falls (**only one initiative per category** will be considered and should be the one with the greatest transferability to other transit systems):

- ☐ Marketing, advertising, communications
- ☐ Partnerships with employers, educational institutions, and transit oriented development
- ☐ Fare structure or fare media
- ☐ Operating and service adjustments (routes, schedules, amenities, service quality)

Dates initiatives first implemented at agency<sup>1</sup>:

- \_\_\_\_\_ Marketing, advertisements, communications
- \_\_\_\_\_ Partnerships
- \_\_\_\_\_ Fares
- \_\_\_\_\_ Operating and service adjustments

\_\_\_\_\_  
<sup>1</sup> Must have been implemented between CY 2005 and CY 2006 to be eligible for consideration. The opening of a New Start or New Start extension will not be considered for this award program.

Please describe, as specifically as possible, how implementation of the initiatives resulted in increased systemwide transit ridership by at least 5%. (Limited to a maximum of 350 words and a **total of 4 initiatives, no more than one initiative per category**)

Please describe how each initiative can be implemented at other transit agencies and how it is not unique in its application solely to your agency. (Limited to a maximum of 350 words)

Number of systemwide annual unlinked passenger trips, as reported to the NTD:

CY 2005 \_\_\_\_\_

CY 2006 \_\_\_\_\_

Annual percentage change in systemwide unlinked passenger trips due to implementation of this measure or measures

From CY 2005 to CY 2006: \_\_\_\_\_

By signing below, the general manager or chief executive officer hereby certifies that the ridership data provided above, upon which the ridership improvement is based, is accurate and consistent with the same data that have been reported to the National Transit Database for the years claimed. In the case of rural operators (areas under 50,000 in population) where no NTD data were reported for the years 2005 to 2006, the ***general manager or chief executive officer hereby certifies the accuracy of the data submitted in this application.***

Signature \_\_\_\_\_ Date \_\_\_\_\_

Name and Title \_\_\_\_\_

Awards will be based on the best combination of the number of categories in which the initiatives fall, the transferability (broad applicability) of the initiatives to other transit agencies, and the magnitude of the ridership gain. Greater weight in the evaluation will be given to the number of categories in which the initiatives fall and their transferability, than systemwide ridership gains in order to control for the economic impacts on ridership.

Applications must be received by FTA ***no later than November 5, 2007***

In order to apply, please send an e-mail to [William.Menczer@dot.gov](mailto:William.Menczer@dot.gov) and attach a PDF file of the completed application. If you prefer, you can alternatively mail or overnight express the application to the following address:

William B. Menczer  
FTA Ridership Awards Program, TBP-11  
Federal Transit Administration  
1200 New Jersey Avenue, SE, Room E52-314  
Washington, DC 20590